

YASH GUPTA

Full Stack Developer | Digital Marketing Expert | Career Counselor

P +91-9953073123

E Guptay050@gmail.com

A Sant Nagar, New Delhi

W Naavik.godaddysites.com

OBJECTIVE

Versatile and driven professional offering freelance services in website & app development, digital marketing, SEO, content writing, and career counseling. Proven track record in developing user-focused platforms, launching impactful ad campaigns, and mentoring over 10,000 students from 100+ schools. Passionate about using technology and marketing to solve real-world problems.

EXPERIENCE

- FREELANCE DEVELOPER & DIGITAL MARKETER (PRESENT)
- SUCCESSFULLY EXECUTED MULTIPLE FREELANCE PROJECTS IN WEBSITE/APP DEVELOPMENT AND DIGITAL MARKETING.
- DELIVERED SEO-OPTIMIZED CONTENT AND AD CAMPAIGNS FOR CLIENTS ACROSS SECTORS.
- CONDUCTED ONLINE SESSIONS, MENTORSHIP, AND BUILT STRONG CLIENT RELATIONSHIPS.

ACHIEVEMENTS

- Mentored over 10,000+ students from 100+ schools across India.
- Created impactful educational content and career guidance platforms.
- Successfully launched digital initiatives driving engagement and monetization
- Worked on SMART SAFETY HELMET FOR SEAFARERS
- Published a book named "NAAVIK" by NOTION PRESS
- Published a book named "SHIPPING TOWARDS AUTOMATION" by ELIVA PRESS
- Won 1st prize in INMEX 2023
- Published a research paper in JOURNAL OF MARITIME RESEARCH (JMR)
- Completed NISM STOCK TRADING COURSE
- Completed MACHINE LEARNING COURSE by TECHNOPHILI

EDUCATION

SSC/HSC (CBSE)

DAV Public School, Ashok Vihar,
New Delhi-110052

B.Sc. Nautical Science

Indian Maritime University
Navi Mumbai Campus

KEY SKILLS

- WEBSITE DEVELOPMENT
(HTML, CSS, JavaScript, Bootstrap, Django)
- APP DEVELOPMENT
- SEO (SEARCH ENGINE OPTIMIZATION)
- GOOGLE ANALYTICS & GOOGLE ADS
- FACEBOOK & INSTAGRAM ADS
- CONTENT WRITING & EMAIL MARKETING
- SOCIAL MEDIA OPTIMIZATION (SMO)
- CAREER COUNSELING & MENTORSHIP

PROJECTS

Naavik - (<https://naavik.godaddysites.com>)

A comprehensive website dedicated to Merchant Navy career counseling.

Tasko - An online earning platform allowing users to complete daily tasks and earn money.

